SUMMARY

OF

MAJOR FINDINGS

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DATA BLACK STUDY #5

Prepared For

DATA BLACK PUBLIC OPINION POLLS, INC.

By

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1. RECENT EVENTS IN ATLANTA

A. Awareness of Events in Atlanta

Nothing in the recent past has touched the Black community as deeply as the recent wave of violence against Black children in the city of Altanta. With this in mind, respondents were asked if they had heard or read about the 22 Black children who are dead or missing in Atlanta. Ninety percent (90%) of all respondents indicated that they had heard or read of the dead or missing children, 1% had not, with 9% unsure.

Regional awareness of events in Atlanta ranges between 98-100% among respondents from the West (100%), the Midwest (99%) and the East (99%). Interestingly, a significantly lower proportion of respondents from the South (82%) recall hearing or reading about the missing or murdered children in Atlanta.

B. Factors Behind Events in Atlanta

Respondents who reported being aware of the recent events in Atlanta where queried as to their opinion of what is behind these recent events. (See chart on next page)

OPINION OF WHAT'S BEHIND THE EVENTS IN ATLANTA
(Base: Aware of events in Atlanta)

	Total
Total respondents	(580)
	%
A lunatic/Psychopath/Maniac	20
Racism/Prejudice	16
The Ku Klux Klan	11
More than one person/Several people	7
A White person	6
Someone the kids trust	5
A policeman	5
Police are helping with poor investigation	4
Puzzled by it/Don't understand it	4
The police	3
A conspiracy	3
Someone in city government/City Administration	2
A Black person	2
Other mentions	11
Refused to comment	3
Not sure	29
- -	
** NETS **	
Police	13
Ku Klux Klan	12

As the chart indicates, a significant proportion of respondents (20%) believe that a "psychopath" is responsible for the recent events in Atlanta, while 7% of respondents believe that "more than one person" is involved in these tragic events. Racial motivation also figures prominently: 16% of all respondents believe that racism/prejudice is behind the events in Atlanta. Concern with racial motivation is further underscored by the fact that 12% of the respondents believe that the Ku Kux Klan is behind the recent events in Atlanta. Distrust of those who are responsible for solving the Atlanta murders case is also evident; 13% of all respondents implicate the police is one way or another as behind the recent events in Atlanta.

Observation:

Awareness of the murdered and missing children in Atlanta is high, fully 90% of respondents indicate that they have read or heard about the 22 missing or murdered children in Atlanta. Further, the racial overtones of these events must be emphasized. While 20% believe that a psychopath is responsible for these events, 28% cite motivations rooted in racism, i.e., 16% cite racism/prejudice and another 12% implicate the Ku Klux Klan.

C. Level of Attention Received by Events in Atlanta

Respondents were probed as to the level of attention the events in Atlanta have received from different groups (i.e., law enforcement authorities, Black leaders, national leaders, in general, and television, newspapers and radio).

C.1 Law Enforcement Authorities

Almost three-fourths of respondents (73%) believe that the events in Atlanta have received "too little attention" from law enforcement authorities, 15% believe the events have received "enough attention" and 2% believe the events have received "too much attention" from the law enforcement authorities. Those groups most likely to be critical of the level of attention directed towards the events in Atlanta by law enforcement authorities include:

- o Blacks from the West (79%);
- o Blacks from rural areas (78%); and,
- o Blacks with incomes exceeding $25,000 (78%).

C.2 National Leaders in general

Sixty-nine percent (69%) of all respondents believe that the events in Atlanta have received "too little attention" from national leaders, in general, 18% feel the events have received "enough attention," while 3% believe the events in Atlanta have received "too much attention" from national leaders. Those groups most likely to be critical of the amount of attention national leaders have given the events in Atlanta include:

- o Blacks from the West (82%);
- o Blacks aged 30-49 years (76%); and,
- o Blacks with incomes exceeding $25,000 (74%).

C.3 Black Leaders

Surprisingly, more than half of respondents (58%) believe that Black

leaders have given the events in Atlanta "too little attention," 29% believe they have given the events enough attention, and 3% believe that Black leaders have given the events in Atlanta "too much attention." Those groups most likely to be critical of the level of attention that Black leaders have given the events in Atlanta include:

- o Blacks from the West (71%);
- o Blacks from rural areas (68%); and,
- o Blacks aged 30-49 (65%)

C.4 The Media: Newspapers, Television, Radio

Of all the groups tested, the media receives the highest marks for addressing the events in Atlanta; while 41% believe that the media has paid "too little attention" to the events in Atlanta, 37% believe that the media has given the events "enough attention" and 13% feel it has given the events "too much attention."

Those groups most likely to feel that the media has given insufficient attention to the events in Atlanta include:

- o Blacks from rural areas (48%);
- o Blacks with incomes under $15,000 (47%); and,
- o Blacks from the South (46%).

It should be pointed out (see previous section) that respondents from the South demonstrate the lowest level of awareness of the recent events in Atlanta by regional comparison.

CHART

LEVEL OF ATTENTION

	Television, Newspapers and Radio	Black leaders	National leaders, in general	Law enforcement authorities
Total respondents	(580)	(580)	(580)	(580)
	%	%	%	%
Too much attention	13	3	3	2
Enough attention	37	29	18	15
Too little attention	41	58	69	73
Not sure	10	9	11	10

Observation:

In general, pluralities and/or majorities feel that each of the four groups tested (i.e., law enforcement authorities, national leaders, Black leaders and the media) have paid insufficient attention to the events in Atlanta. Law enforcement authorities bear the brunt of this criticism with 73% of respondents saying that they have not given enough attention to the events in Atlanta.

Of all the groups, the media fares the best with 37% of respondents reporting that the media has given enough attention to the events in Atlanta. Further, there is considerable dissatisfaction with the level of attention Black leaders have directed toward the recent events in Atlanta; 58% believe that the recent events in Atlanta have received too little attention from Black leaders.

D. Level of Attention and Race of Victims

Respondents were then asked if they felt the events in Atlanta would receive more, less or the same amount of attention if White children were involved. Fully, 79% of all respondents feel that the events in Atlanta would receive more attention if White children were involved, 12% think the level of attention would be about the same, 2% feel the level of attention would be less, with 7% unsure.

Observation:

Concern with racial motivations as a significant factor behind the recent events in Atlanta is exacerbated by the fact that 79% of respondents feel the events in Atlanta would receive more attention if White children were involved.

2. SOCIO-POLITICAL ISSUES

A. Existence of Conservative Trend

Reagan's victory in last November's Election has brought conservatism to the forefront of American politics. With this in mind, respondents were asked whether or not there is a conservative trend in this country.

A plurality (45%) believe that there is a conservative trend in the country, 17% do not, with a substantial 38% of respondents who say they are unsure. Affirmation of the existence of a conservative trend increases proportionately with level of education and income; 79% of Blacks who are college graduates and 64% of Blacks with incomes exceeding $25,000 believe there is a conservative trend in the country. Further, 57% of Blacks from the Midwest believe there is a conservative trend abreast.

Observation:

The extreme variance of proportions of respondents who concur with the existence of a conservative trend in this country is a partial function of the degree of uncertainty that exists regarding this issue; for example, 61% of respondents with less than a high school education are unsure whether there is a conservative trend or not.

B. Reasons for Opinion of Conservative Trend

Respondents who concurred with the existence of a conservative trend were asked to delineate why a conservative trend existed. The following reasons were offered most often (see chart on next page)

REASONS FOR OPINION ABOUT TREND IN COUNTRY
(Base: Conservative trend)

	Total
Total respondents	(290)
	%
Reagan/The new President	17
Cuts in social programs	10
Just feel there is/No particular reason	10
Budget cuts	9
Economy is bad	8
Prices are going up/Inflation/High cost of living	8
Because of the government/Change in government	7
High unemployment rate	6
Republican administration	6
Because of what's going on/The way things are changing	6
People are conserving more/Tightening their belts	6
The rich/Wealthy are being catered to/Are maintaining their status	5
Racism/Discrimination is increasing/Civil rights are decreasing	4
More conservatives in government	4
More Republicans in office/Republicans are more conservative	4
Have heard/Read that there's a conservative trend	2
Because of political climate/Attitudes	2
Other mentions of conservative trend	23
Not sure	12

Respondents who did not feel there was a conservative trend were also asked to explain why they felt this way. The most frequent responses include:

REASONS FOR OPINION ABOUT TREND IN COUNTRY
(Base: No conservative trend)

	Total
Total respondents	(107)
	%
Just don't feel there is/No particular reason	17
People aren't conserving as much/too much waste	6
Prices are going up/Inflation/High cost of living	5
There is as much spending as ever	5
High unemployment rate	3
The rich/wealthy are being catered to/Are maintaining their status	3
Because of the government/Change in government	2
Because of what's going on/The way things are changing	2
Just feel there is/No particular reason	2
Other mentions of no conservative trend	34
Don't understand the question	8
Not sure	23

Observation:

Those who say that there is a conservative trend in the country attribute this belief to the Republican administration and its impact on social programs as well as the economic condition of the country, in general, while those who eschew the existence of a conservative trend do not attribute this belief to any one factor, in specific.

C. Black Conservatives versus Black Liberals

Black liberal leaders, of late, have been "sharing" the political spotlight with a small group of Black academics, business executives and professionals who identify themselves as political conservatives. Diametrically opposed to the current level of government intervention in the Black community, Black conservatives argue against affirmative action, minimum wage laws, welfare, and court-ordered school busing. In view of this, respondents were asked who they felt would do more good for the Black community, Liberal Black leaders like Vernon Jordan, or Black conservative leaders like Thomas Sowell. At this point in time, liberal leaders still receive the endorsement of American Blacks; a plurality of respondents (47%) believe that liberal leaders like Vernon Jordan would do more good for the Black community, 8% believe that conservative leaders like Thomas Sowell would do more good for the Black community, with 44% unsure. Support is strongest for Black liberal leaders among the following subgroups:

- Blacks with incomes exceeding $25,000 (60%);
- Blacks from the Midwest (57%); and,
- Blacks with college education (55%).

Respondents who felt that liberal leaders like Vernon Jordan would do more good for the Black community were asked to elucidate their reasons. The following responses were elicited most often (see chart on next page):

REASONS FOR OPINION ABOUT WHO WILL DO MORE GOOD

	Total
Total Respondents	(302) %
Don't know Thomas Sowell	15
Jordan does a lot for Blacks/Black Community	14
Know more about Vernon Jordan	11
Liberals do more for Black community	10
More concerned/Concern for Black community	10
Agree with his ideas/His way of thinking	9
Represents Blacks better	5
He's more outspoken	4
Just like Jordan better	4
Keeps Blacks informed	2
Jordan cares more about the poor	2
Other mentions of Vernon Jordan/Liberals	26
Not sure	10

Observation:

Liberal leaders are selected as those who will do more for the Black community based on their high level of familiarity with the Black populace as well as their past record in dealing with the Black community.

Respondents who felt that conservatives like Thomas Sowell would do more for the Black community were asked to state the basis for this opinion. Reasons offered include:

REASONS FOR OPINION ABOUT WHO WILL DO MORE GOOD

	Total (54) %
Conservatives do more for Black community	19
I am conservative myself	11
Other mentions of Vernon Jordan/Liberals	6
Sowell can provide more jobs	6
More concerned/Concern for Black community	4
Agree with his ideas/His way of thinking	4
Represents Blacks better	2
Unfamiliar with Jordan and Sowell	2
Other mentions of Thomas Sowell/Conservatives	46
Not sure	11

Observation:

Respondents who select conservative leaders as the group who will do more for the Black community base their opinions on the belief that the conservative approach provides benefits for the Black community, as well as self-identification as conservative.

D. Opinion: Federal Welfare/Programs

While Black liberals press for continued and increased welfare expenditures as necessary for survival, Black conservatives argue that government assistance debilitates people who could make it on their own. With this in mind, respondents were asked if "welfare programs harm the Black community by encouraging people to be dependent on the government or is welfare beneficial because so many Black people are poor and need it to survive." Half (50%) of all respondents feel that welfare programs are beneficial to the Black community, 22% feel they are harmful to the Black community with 29% unsure.

Those subgroups most likely to think that welfare programs are beneficial include:

- Respondents from Midwest (62%);
- Respondents from rural areas (61%);
- Respondents aged 18-29 (55%); and,
- Respondents with high school education or less (55%).

Those subgroups who have higher proportions of respondents who say that welfare benefits harm the Black community include:

- Respondents from the West (32%);

- Respondents from the East (29%);
- Respondents with incomes between $15,000-24,999 (27%); and,
- Respondents aged 30-49 (27%).

Observation:

While at least half of Black Americans feel that welfare programs are beneficial to the Black community, there remains a small but stable group of Black Americans who feel that welfare programs have had a detrimental effect on the Black community. For instance, in addition to the results obtained by Data Black, a February, 1981 Gallup Newsweek poll of the same question found that 24% of Black Americans feel that welfare programs are harmful to the Black community, 63% feel welfare programs are beneficial to the Black community with 13% unsure.

E. Opinion: Affirmative Action

Black liberal thought embraces the social change concept of affirmative action programs, while Black conservatives claim that these programs have done little except stigmatize Blacks who are capable of making it on their own. With this in mind, respondents were asked if they felt that "affirmative action programs designed to help Blacks catch up in jobs and education by giving them preference over equally qualified whites do more good or more harm to the Black community." A majority of respondents (57%) said that affirmative action programs do more good for the Black community, 17% said affirmative action programs do more harm, with 26% unsure.

Those respondents who evidence the greatest support for affirmative action programs fall into the following sub-groups:

- Respondents with college degree (66%);
- Respondents with incomes exceeding $25,000 (66%); and,
- Respondents from the Midwest (65%).

Respondents with a favorable opinion of the impact of affirmative action programs on the Black community were asked to indicate why they felt that affirmative action programs had done more good for the Black community. The following reasons were offered most frequently:

REASONS FOR OPINION ABOUT AFFIRMATIVE ACTION PROGRAMS
(Base: Does more good)

	Total
Total respondents	(368)
	%
Gives Blacks a chance/A fair chance	12
More job opportunities	12
More employment/Blacks need more employment	11
Gives Blacks equal opportunity	11
More equality with Whites	9
Provides training/Education	8
It's good/Does good (unsp.)	7
Helps Blacks advance	6
Helps Blacks' self-image/Morale/Confidence	5
Opportunity to catch up	5
Blacks become less dependent/Do more for themselves	5
Helps poor/Underprivileged	3
Helps qualified Blacks	3
Whites have better jobs	3
Good for the community	2
Helps young people	2
Opportunity for those who want it/Need it	2
Reduces discrimination	2
Other mentions of more good	20
Not sure	5

Observation:

Respondents base favorable opinions of affirmative action programs on the potential they provide for equal opportunity and mobility, increased employment, and improved self-image.

Respondents who indicated that affirmative action programs did more harm to the Black community were asked to elucidate their reasons for this opinion, with the following responses offered most frequently:

REASONS FOR OPINION ABOUT AFFIRMATIVE ACTION PROGRAMS
(Base: Does more harm)

	Total
Total Respondents	(107)
	%
Anyone who's qualified should get the job	21
Should be no separation of races	12
Tempts people not to work as hard	10
Increases rivalry/Hostility	6
Whites still get better jobs	5
Doesn't help/Program doesn't work	5
Education is more important	4
Other mentions of not sure	4
Tokenism	3
Doesn't affect those who need it most	3
Whites have better jobs	2
Other mentions of more harm	34
Not sure	15

Observation:

Respondents base negative opinions of affirmative action programs on the belief that access to employment should be based on qualifications, not race; that the races should not be separated, and that affirmative programs create a disincentive to hard work.

F. Subminimum Wage for Teenagers

In an effort to reduce high unemployment among Black youth, Black conservatives propose that teenagers should be paid a subminimum wage, while Black liberals feel that subminimum wage allowances would give employers the incentive to "fire the father and hire the son." With this in mind, respondents were asked if they thought "it would be good for the Black community if employers could hire teenagers at less than minimum wage as a way to reduce employment or would this harm the Black community by taking jobs away from adult workers." Respondents are split on this issue; 37% feel that the subminimum wage would be good for the Black community, 36% feel that the subminimum wage would harm the Black community, with 28% unsure. Those subgroups most likely to feel the subminimum wage would be good for the Black community include:

- Blacks aged 18-29 (44%);
- Blacks from the Midwest (41%);
- Blacks with incomes between $15-24,999 (39%).

Those subgroups most likely to feel that the subminimum wage would harm the Black community include:

- o Blacks from the West (53%);
- o Blacks from the East (41%); and,
- o Black males (41%).

Observation:

Subminimum wage allowances for teenagers is a politically conservative concept with substantive appeal to a certain proportion of the Black population; 37% feel that the subminimum wage would be good for the Black community, while 36% do not. It should be noted that a February 1981 Gallup Newsweek Poll of the same question revealed that 46% of the sample felt that the subminimum wage would be good for the Black community, while 39% felt it would be harmful by taking adult jobs away, with 15% unsure.

G. Opinion: Federal Programs

The Reagan Administration has been instrumental in shaping the budgetary considerations that have been presented for full Congressional approval. To gauge preferences regarding budgetary considerations, respondents were asked if they felt that federal spending on military and defense programs, mass transit, and Medicaid should be increased, decreased, or kept about the same.

1. Mass Transit

Forty percent (40%) of all respondents said that they would like to see federal spending for mass transit increased, 8% would like to see it decreased, 34% would like to see it stay about the same, with 18% unsure.

Those groups most likely to opt for increased federal spending on mass transit include:

- o Blacks with college educations (63%);
- o Blacks from the West (53%);
- o Blacks from the East (48%); and,
- o Blacks with incomes exceeding $25,000 (48%).

2. Medicaid

Over half of respondents (55%) would like to see federal spending for Medicaid increased, 4% would like to see it decreased, 27% would like to see federal spending for Medicaid kept about the same, with 14% not sure. Those groups most likely to opt for increased federal spending for Medicaid include:

- o Blacks from the Midwest (65%);
- o Blacks with incomes between $15-24,999 (60%); and,
- o Blacks aged 30-49 (58%).

3. Military and Defense Programs

Thirty-six percent (36%) of all respondents would like to see federal spending for military and defense programs increased, 14% would like to see it decreased, 35% would like to see federal spending for military and defense programs remain about the same, with 15% not sure.

Observation:

Of the three budgetary areas tested, (i.e., mass transit, Medicaid and military/defense programs), respondents are most likely to opt for increased federal funding for the Medicaid program; 55% favor increased federal funding for Medicaid compared to increased federal funding for mass transit (40%) and military and defense programs (36%).

H. Reagan Administration: Impact on Educational Opportunities

Budget cuts for federal education programs as well as the reconsideration of the efficacy of court-ordered busing have been viewed with serious concern. With this in mind, respondents were asked if they felt that the Reagan Administration would help, hurt, or have no effect on educational opportunities for Black Americans. Fully two-thirds (66%) of respondents feel that the Reagan Administration will hurt educational opportunities for Black Americans, 7% feel that the Administration will help, 7% feel the Administration will have no effect on educational opportunities for Black Americans, with 20% not sure.

Those subgroups most likely to feel that the Reagan Administration will have a negative effect on educational opportunities for Black Americans include:

- Black college graduates (79%);
- Blacks from the West (79%); and,
- Blacks with incomes exceeding $25,000 (79%).

Observation:

Educational opportunities for Black Americans, viewed by many as one important foothold in effectively dealing with past and current discrimination, are expected to decline under the present administration; fully 66% of respondents feel that the Reagan Administration will hurt educational opportunities for Black Americans.

I. Reagan Administration: Impact on Housing Opportunities

Cutbacks in the budgets of the Department of Housing and Development programs geared toward planning and rehabilitation are expected to have their greatest impact on low-income urban areas. With this in mind, respondents were asked if they felt that the Reagan Administration would help, hurt, or have no effect on housing opportunities for Black Americans. Sixty-two percent (62%) of all respondents feel that the Reagan Administration will hurt housing opportunities for Black Americans, 7% feel the Administration will help; 9% feel the Administration will have no effect on housing opportunities for Black Americans, with 22% unsure.

Those groups most likely to think that the Reagan Administration will have a negative effect on housing opportunities for Black Americans include:

- Blacks with college educations (75%);
- Blacks from the West (74%); and,
- Blacks with incomes exceeding $25,000 (74%).

Observation:

Clearly, Black Americans feel disenfranchised by the current administration; similar proportions of respondents expect that housing opportunities (62%) and educational opportunities (66%) for Black Americans will be hurt by the Reagan Administration.

3. MARKETING

A. FAST FOOD RESTAURANTS

A.1 Monthly Usage

Respondents were asked to estimate their monthly patronage of fast food restaurants like McDonald's or Burger King. Of all respondents, 25% never eat at fast food restaurants. 23% eat at fast food restaurants once a month, 14% eat at fast food restaurants twice a month, and 29% eat at fast food restaurants 3 or more times a month. Those groups most likely to eat at fast food restaurants 3 or more times a month include:

- Blacks with incomes exceeding $25,000 (46%);
- Blacks aged 18-29 (44%); and,
- Blacks from the Midwest (38%).

Those groups who are least likely to eat at fast food restaurants include:

- Blacks aged 50 and over (47%); and,
- Blacks with some high school or less (37%).

Observation:

The appeal of fast food restaurants to the Black consumer is readily apparent; 43% of all respondents indicate that they eat at a fast food restaurant 2 times a month or more. Further, as a recent issue of Advertising Age points out, "product appeals to the Black consumers cut across class lines"; 46% of Blacks with incomes exceeding $25,000 report that they eat at a fast food restaurant like McDonald's or Burger King 3 times a month or more, compared to 22% of respondents with incomes less than $15,000, and 36% of respondents with incomes ranging from $15,000-$24,999.

A.2 Preferences: Fast Food Restaurants

All respondents who reported that they eat at a fast food restaurant 2 times a month or more were asked to name the fast food restaurant they eat at most often:

WHICH FAST FOOD RESTAURANT DO YOU EAT AT MOST OFTEN
(Base: Twice a month or more)

	Total
Total respondents	(547)
	%
McDonald's	42
Burger King	15
Wendy's	5
Kentucky Fried Chicken	4
Geno's	4
Roy Rogers	2
Arthur Treacher's	1
White Castle	1
Pizza Hut	1
Other	21
Not sure	6

As the chart indicates, McDonald's captures the largest share of the market; 42% of all respondents who eat at fast food restaurants 2 times a month or more report that they eat at McDonald's most often. Burger King captures the second largest market share with 15% of selected respondents reporting that they eat at Burger King most often.

A.3 Reasons for Preference

Respondents were asked why they preferred their selected fast food restaurant to other available choices; 42% reported that they preferred a particular fast food restaurant because the food is better, 19% say it is becasue the restaurant is closest to their home, and 12% say they receive better service.

WHY DO YOU PREFER THIS FAST FOOD RESTAURANT TO OTHERS
(Base: Twice a month or more)

	Total
Total respondents	(547)
	%
Better food	42
Closer to my house	19
Better service	12
Closer to my work	10
Cheaper	10
Special type of food	6
Like/Know the people who work there	2
Closer to my school	2
Other	15
Not sure	6

Observation:

McDonald's captures the largest share of the fast food restaurant audience, with 42% of all respondents reporting that McDonald's is the fast food restaurant they eat at most often. Selection of a specific fast food restaurant is based primarily on the quality of food served, proximity to home and quality of service. Blacks with incomes exceeding $25,000 who report eating at a fast food restaurant 3 times a month or more, show substantial interest in particular restaurants based on proximity to work location (16%).

B. CIGARETTES

B.1 Smoking Behavior

Respondents were asked whether or not they smoke cigarettes; 35% of all respondents report that they smoke cigarettes, 56% do not, with 9% unsure.

Beyond regional variations, those subgroups most likely to report smoking cigarettes include:

- o Blacks aged 30-39 (40%);
- o Black males (40%); and,
- o Blacks who live in urban areas (39%).

Those subgroups most likely to report that they do not smoke cigarettes include:

- o Blacks from the south (28%);
- o Blacks aged 50 and over (25%); and,
- o Blacks who live in rural areas (24%).

The majority of smokers (62%) report that they smoke less than a pack a day, 28% smoke a pack a day, 8% smoke 1-2 packs a day, with 2% smoking 2 packs or more a day.

B.2 Brand Purchased Most Often

All respondents who reported smoking cigarettes were asked to specify the brand of cigarettes they purchase most often.

BRAND OF CIGARETTES BUY MOST OFTEN

	Total
Total respondents	(448)
	%
Kool	22
Salem (all brands)	16
Winston (all brands)	13
Newport	9
Benson & Hedges (all brands	8
Pall Mall	4
Marlboro (all brands	5
More	3
Virginia Slims (all brands)	2
Viceroy (all brands)	2
Other	2
Not sure	*

Observation:

Respondents split when it comes to menthol versus non-menthol brands; 48% of all smokers purchase a menthol brand and 50% purchase a non-menthol brand. Further, respondents' strongest loyalty is to specific brands of mentholated cigarettes; 22% of all smokers report that Kool is the brand they purchase most often, followed by all Salem brands (16%), all Winston brands (13%), and Newport brands (9%).

C. CABLE TELEVISION

C.1 Familiarity

Respondents demonstrate a high level of familiarity with cable television; when asked if they had ever heard of cable television; 86% of respondents said yes, 5% said no, with 9% unsure.

C.2 Penetration

Respondents who were familiar with cable television were asked if they currently subscribe to cable television. Of those respondents who are familiar with cable television, 21% are currently subscribing to cable television, while 79% are not. Penetration of cable television is highest among the following subgroups:

- o Blacks with incomes exceeding $25,000 (28%);
- o Blacks from the South (25%); and,
- o Blacks from the West (25%).

Those subgroups least likely to be currently subscribing to cable television include:

- o Blacks with incomes less than $15,000 (17%); and,
- o Blacks from the East (13%).

Observation:

Respondents report a cable television penetration (18%) that closely approximates the reported national average of 19% ("Cable T.V.: The Race to Plug In" Business Week, 12/8/80, p.63).

C.3 Length of Subscription

The breakdown by length of subscription is as follows: 30% have subscribed for less than 1 year, 31% have subscribed for 1-2 years, 13% have subscribed for 2-3 years and 24% have subscribed for more than 3 years.

C.4 Level of Satisfaction with Cable TV

Current cable subscribers were asked to rate the level of satisfaction with their subscription to cable or pay television; 59% of respondents are very satisfied (40%) or satisfied (19%) with the cable subscription or pay television, while 14% are very dissatisfied (7%) or dissatisfied (7%).

Those respondentsmost likely to express satisfaction with their cable subscription or pay television include:

- Blacks aged 50 and over (67%);
- Blacks aged 18-29 (66%); and,
- Blacks from the South (65%).

Observation:

Level of overall satisfaction among Black cable consumers with their subscription to cable or pay television closely approximates the national figures obtained by the DMT/LINK study conducted in 1980. The DMT/LINK study reported that 60% of subscribers were very satisfied or satisfied, while 12% were very dissatisfied or dissatisfied with their subscription to cable or pay television.

C.5 Cost of Subscription

Black cable subscribers report paying a median price of $16 for their current cable subscription. More specifically, the breakdown of the fee schedule is as follows:

(per month)	%
$6 - $10	29
$11 - $15	11
$16 - $20	34
$21 - $25	9
$26 - $30	4
$31 - $35	1
$36 - $40	1

C.6 Non-Subscribers

Twenty-eight percent (28%) of non-subscribers report that they had previously been asked to subscribe to cable or pay television while 71% had not. Further, of all non-subscribers, 30% say they would definitely purchase cable or pay television is it were offered to them now, 6% say they probably would do so, 17% place their likelihood at the midpoint, 5% say they probably would not buy cable and 36% say they definitely would not buy cable.

The following groups are more likely than others to indicate that they definitely will buy cable if it is offerd to them:

- Blacks aged 18-29 (44%);
- Blacks $15,000-$24,999 (43%); and
- Black males (42%).

Observation:

Purchase intentions of current non-subscribers closely parallel those established by the 1980 DMT/LINK study. Data Black shows that 30% of all Blacks who currently do not subscribe say that they would definitely subscribe if cable or pay T.V. were offered to them, as compared to 29% of all non-subscribers nationally who say they would definitely buy cable or pay T.V. if it was offered to them.

D. SPENDING AND PURCHASE HABITS

Respondents report spending a median figure of $59 a week or $236 a month for household food expenses. In detail, respondents report the following breakdowns for houshold food expenditures:

Less than $25	6%
$26 - $50	27%
$51 - $75	25%
$76 - $100	15%
$101 - $150	6%
$151 - $200	1%
$201 - $250	0.5%
Over $250	0.8%
Not sure	8%
Refused	10%

Observation:

Respondents report a median monthly expenditure for household food of $236. This demonstrates a 10% increase over the median monthly household food expenditure of $214 reported in Data Black III (July/August 1980).

D.1 Usage: Specific Types of Food

Blacks have been shown to have a disproportionate impact on the consumption of specific types of food. According to a recent issue of Advertising Age (May 18, 1981), Blacks eat 7% more rice a year and buy 35% more orange juice than the general market. With this in mind, respondents were asked to deliniate how often their household uses specific types of food, i.e., orange juice, rice and coffee.

HOW OFTEN HOUSEHOLD USES TYPE OF FOOD
(Base: Total = 645)

	Orange Juice %	Rice %	Coffee %
Every day	40	9	47
5 - 6 times a week	6	3	2
3 - 4 times a week	14	16	4
Twice a week	10	18	4
Once a week	8	22	6
Less than once a week	6	16	9
Never	3	4	17
Not sure	12	11	10

As the chart indicates, 60% of respondents use orange juice 3 times a week or more, with 40% using orange juice every day. Those respondents most likely to use orange juice on a daily basis include:

- o Blacks with college educations (59%);
- o Blacks aged 50 and over (54%); and,
- o Blacks from the East (46%).

Forty-six percent (46%) of respondents report that they use rice twice a week or more with 12% using it 5 times a week or more. Those respondents most likely to use rice twice a week or more include:

- o Blacks with college educations (56%);
- o Blacks aged 30-49 (51%); and,
- o Blacks from the East 50%).

Almost half (47%) of all respondents report using coffee every day; thereafter the percentage of use declines dramatically with 2% using it 5-6 times a week, 4% using it 3-4 times a week. Those groups most likely to use coffee on a daily basis include:

- o Blacks aged 50 and over (62%);
- o Blacks with some high school or less (53%); and,
- o Blacks from the Midwest (52%).